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# THE NARRATIVE

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George Brown College: Multi-Year Plan: 1974 -78

T H E N A R R A T I V E

GEORGE BROWN COLLEGE:    MULTI-YEAR PLAN:    1974 - 78

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Chairman, Board of Governors

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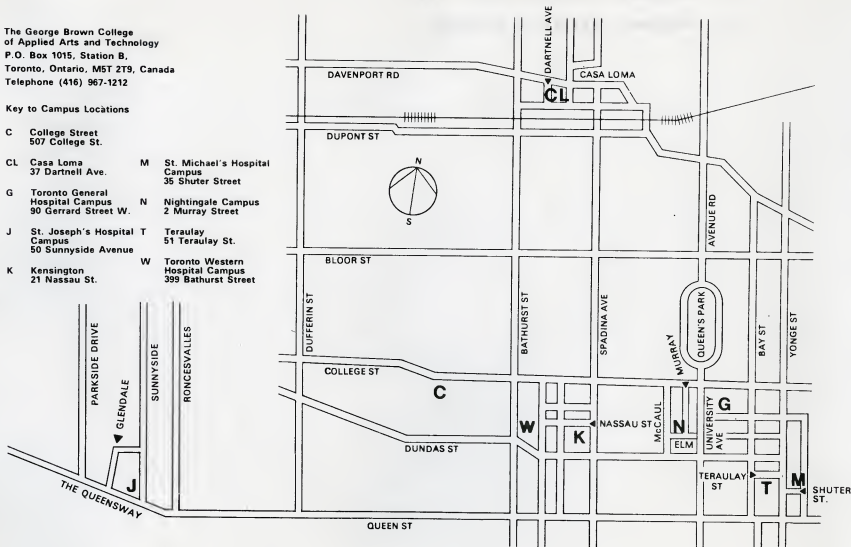
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Key to Campus Locations

- |    |  |   |   |
|----|--|---|---|
| C  | College Street<br>507 College St.                          |   |   |
| CL | Casa Loma<br>37 Dartnell Ave.                              | M | St. Michael's Hospital<br>Campus<br>35 Shuter Street      |
| G  | Toronto General<br>Hospital Campus<br>90 Gerrard Street W. | N | Nightingale Campus<br>2 Murray Street                     |
| J  | St. Joseph's Hospital<br>Campus<br>50 Sunnyside Avenue     | T | Teraulay<br>51 Teraulay St.                               |
| K  | Kensington<br>21 Nassau St.                                | W | Toronto Western<br>Hospital Campus<br>399 Bathurst Street |



PLANNING & COLLEGE  
MANAGEMENT

Some planning sets objectives and then works to achieve them. Today this kind of planning is very common, because it almost always used to work; it worked especially well when it replaced a day-to-day kind of operation, and operated in a reasonably stable environment. However, to maintain an objective in a changing environment is not only difficult, it may also be the wrong thing to do. Furthermore, independent feedback controls may do more harm than good; not only do they attempt to reach, or maintain, a previously fixed objective (which may be now irrelevant), but without being adjusted to the changed circumstances, may actually achieve disaster (like the thermostat in your home if someone has filled your oil tank with gasoline). Our best planning now must recognize that we do not know ahead of time what our objectives in the future may be; the most important planning consideration may be the ability to modify or alter objectives, before they are achieved. There is no longer a sure virtue in staying on track. The best planner is one who responds actively and with wisdom, not caution, to every hunch; who flies by the seat of his pants. We cannot assume that smooth extrapolation will tell us much about the next ten years. The most successful plans and planners will appear to defy logic.

(Ideas derived from a luncheon address delivered by Dr. J. G. Parr, Deputy Minister of Colleges and Universities, at the Society for College and University Planning Annual Meeting on August 14, 1973.)



SCOPE & PURPOSE OF NARRATIVE

The purpose of this Narrative is to describe the objectives and plans of George Brown College over the next five years.

It highlights the changing employment picture within the City of Toronto, the educational response of the College in recent years and the directions that will be pursued in the next five years.

It notes any necessary adjustments in College Programs and describes the techniques of enrolment projections.

It concludes with a descriptive appreciation of the complex computer print-outs of the multi-year Reports.

CHANGE AND GROWTH IN THE CITY OF TORONTO

In 1967 Community Colleges came into being throughout the Province of Ontario. Each College was given a region to which it should primarily respond in terms of educational content in relation to the needs of its populace. For George Brown College the prime community was the City of Toronto - the inner City of Metropolitan Toronto. However, the College expects to continue to attract significant numbers of students from other areas for specific programs, such as, apprenticeship.

Some 713,000 people live in the City of Toronto and, although population is fairly stable in total numbers of residents, its ethnic composition and life styles are cosmopolitan compared with the rest of the metropolitan area. The City is the natural receiving area for immigrants and migrants from other Provinces.

Vital to the College is knowledge of the changing employment scene. It is particularly important for College planners to anticipate changes in specific occupational areas in order to prepare students for employment. However, available information defines employment growth in broad economic categories and the College must make judgements about specific occupational trends. George Brown College depends heavily upon the experience and knowledge of the Divisional Deans, their staffs, and advisory committees to give these specifics.

It should also be noted that enrolment projections in Manpower and Apprenticeship programs are subject to wide fluctuations because Federal and Provincial governments must respond quickly to changes in immigration patterns and labour market conditions. New programs must be created and existing ones expanded, reduced, or abandoned, as demands change. The staff at George Brown College has more than twenty years' experience in adapting to these changes and, it is our opinion that this capability is much more important than long-range planning which, however, continues to play a significant role in the management of the College.

The following table indicates employment trends in the City of Toronto to 1995. It should be noted that the service industries - people serving people - are expected to grow at a faster pace than all other sections.



# EMPLOYMENT COMPOSITION : CITY OF TORONTO

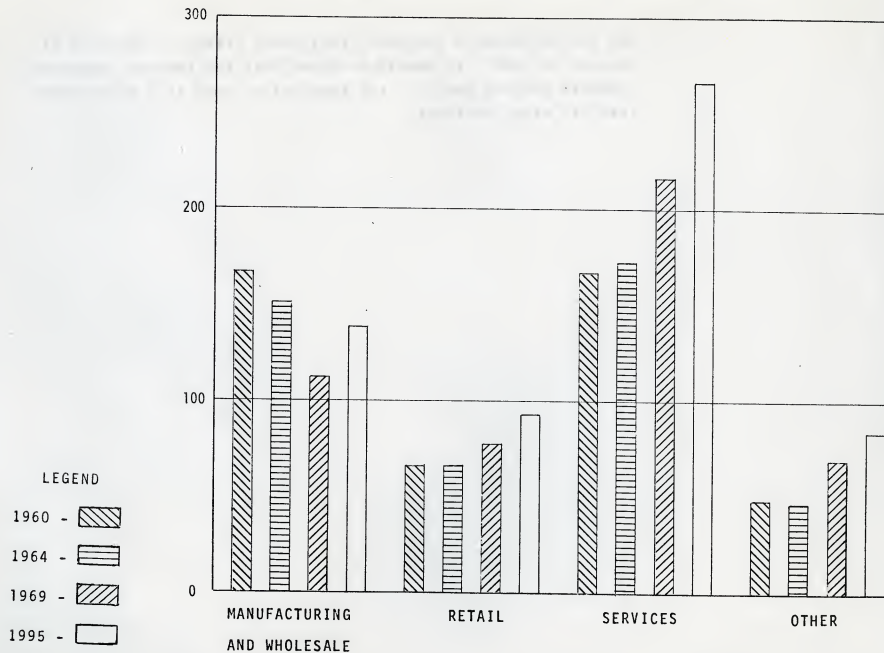


TABLE NO. 1

EMPLOYMENT COMPOSITION: CITY OF TORONTO: 1960, 1964, 1969 &amp; 1995

Year	Manufacturing & Wholesale		Retail		Service		Other		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
1960	167,534	37.3	65,247	14.6	167,463	37.3	48,637	10.8	448,881	100.0
1964	151,428	34.7	65,231	15.0	173,673	39.8	45,936	10.5	436,268	100.0
1969	114,560	23.9	77,629	16.2	217,302	45.4	69,429	14.5	478,920	100.0
1995*	138,041	23.6	94,340	16.2	267,682	45.8	84,291	14.4	584,354	100.0

N.B. Manufacturing & Wholesale embraces: Manufacturing, Construction & Wholesale Trade

Retail embraces: All retail employment

Service embraces: Finance, Real Estate, Insurance, Business Services, Personal & Recreational Services, Community & Government Services

Other embraces: Primary, Transportation, Communication & Storage

\* 1995 projection by Metropolitan Toronto Planning Board with interpolation by the College

The City is not an island unto itself. It is the central focus of the Metropolitan Toronto area. The very nature of a metropolitan area indicates the complexity of daily patterns of people between where they live and where they work. As a result, the College has no rigid boundaries from which it draws its student body. This picture holds true for the three sister Colleges in Metropolitan Toronto.

It is helpful, therefore, to indicate changing employment composition amongst the City, the balance of Metropolitan Toronto, and the Metropolitan Area. The following Tables, covering the period from 1960 to 1995 illustrate changes that have taken place during the last decade and those anticipated in the future.

TABLE NO. 2

## EMPLOYMENT: CITY OF TORONTO &amp; METRO 1960

Area	Manufacturing & Wholesale		Retail		Service		Other		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
City	167,534	55.0	65,247	70.5	167,463	76.3	48,637	83.6	448,881	66.5
Balance of Metro	136,923	45.0	27,301	29.5	52,044	23.7	9,501	16.4	225,770	33.5
Metro (totals)	304,457	100.0	92,548	100.0	219,507	100.0	58,138	100.0	674,651	100.0

## EMPLOYMENT COMPOSITION: CITY &amp; METRO (in percentages) 1960

Area	Manufacturing & Wholesale	Retail	Service	Other	Total
City	37.3	14.6	37.3	10.8	100.0
Balance of Metro	60.6	12.1	23.1	4.2	100.0
Metro (totals)	45.1	13.7	32.6	8.6	100.0



TABLE NO. 3

## EMPLOYMENT: CITY OF TORONTO &amp; METRO 1964

Area	Manufacturing & Wholesale		Retail		Service		Other		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
City	151,428	48.9	65,231	62.2	173,673	72.9	45,936	78.3	436,268	61.3
Balance of Metro	158,374	51.1	39,686	37.8	64,706	27.1	12,714	21.7	275,480	38.7
Metro (totals)	309,802	100.0	104,917	100.0	238,379	100.0	58,650	100.0	711,748	100.0

## EMPLOYMENT COMPOSITION: CITY &amp; METRO (in percentages) 1964

Area	Manufacturing & Wholesale	Retail	Service	Other	Total
City	34.7	15.0	39.8	10.5	100.0
Balance of Metro	57.5	14.4	23.5	4.6	100.0
Metro (totals)	43.5	14.8	33.5	8.2	100.0

TABLE NO. 4

## EMPLOYMENT: CITY OF TORONTO &amp; METRO 1969

Area	Manufacturing & Wholesale		Retail		Service		Other		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
City	114,560	35.7	77,629	56.2	217,302	66.0	69,429	69.8	478,920	53.9
Balance of Metro	206,761	64.3	60,485	43.8	111,779	34.0	30,076	30.2	409,101	46.1
Metro (totals)	321,321	100.0	138,114	100.0	329,081	100.0	99,505	100.0	888,021	100.0

## EMPLOYMENT COMPOSITION: CITY &amp; METRO (in percentages) 1969

Area	Manufacturing & Wholesale	Retail	Service	Other	Total
City	23.9	16.2	45.4	14.5	100.0
Balance of Metro	50.5	14.8	27.3	7.4	100.0
Metro (totals)	36.2	15.5	37.1	11.2	100.0

TABLE NO. 5

## EMPLOYMENT: CITY OF TORONTO &amp; METRO 1995\*

<u>Area</u>	<u>Manufacturing &amp; Wholesale</u>		<u>Retail</u>		<u>Service</u>		<u>Other</u>		<u>Total</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
City	138,041	25.5	94,340	47.0	267,682	57.7	84,291	60.7	584,354	43.4
Balance of Metro	403,886	74.5	106,270	53.0	196,078	42.3	54,552	39.3	760,785	56.6
Metro (totals)	541,927	100.0	200,610	100.0	463,760	100.0	138,843	100.0	1,345,140	100.0

## EMPLOYMENT COMPOSITION: CITY &amp; METRO (in percentages) 1995\*

<u>Area</u>	<u>Manufacturing &amp; Wholesale</u>	<u>Retail</u>	<u>Service</u>	<u>Other</u>	<u>Total</u>
City	23.6	16.2	45.8	14.4	100.0
Balance of Metro	53.1	13.9	25.8	7.2	100.0
Metro (totals)	40.3	14.9	34.5	10.3	100.0

\* Source: Metropolitan Planning Board with interpolations by the College Consultant

## TOWARDS AN EDUCATIONAL RESPONSE

### THE PAST

George Brown College came into being in 1967 by the merging of two existing Trade Schools - the Provincial Institute of Trades and the Provincial Institute of Trades and Occupations.

The College acquired facilities in two locations - in the Kensington Market area and immediately south of Casa Loma. These facilities provided a capacity for some 2,000 full-time students (including a two shift operation).

60 Programs were established embracing Applied Arts, Business and Technology. At that time enrolment was equally divided between apprentice and post-secondary programs.

In 1969, four adult education centres were added to the College. Facilities were rented at Bloor/Yonge, at College Street west of Bathurst, at Teraulay Street (Eatons Warehouse adjacent to the City Hall) and at Keele Street adjacent to Annette Street. These rented facilities permitted a five-fold increase. The student body at that time was 80% manpower retraining, 10% apprentice and 10% post-secondary.

In 1973, five nursing schools were amalgamated with the College, increasing the post-secondary enrolment by 1,000 students.

The Schools are located in premises associated with the downtown teaching hospitals

In 1969, the Collège prepared its Education Prospectus which received Provincial approval. Entitled the "City is the Campus" this document sought to highlight how the Collège could serve the educational needs of the residents of the City of Toronto. Policies were subsequently established to provide all students equal rights of access to the educational resources of the Collège.

Each campus was planned to offer courses for all categories of students and each faculty member scheduled to meet a wide cross-section of the student population. The concept of a separate extension department was abandoned and all programs and courses within a discipline made the responsibility of its chairman.

A computer system was established, based on time sharing, to maximise the usefulness of the computer for students. Some 80% of computer time was planned for education and only 20% to administration including student and financial records.

As a general Collège policy physical facilities have been kept operating as many hours as possible to meet students' demands and to make efficient utilization of plant. Usually campuses

# AVERAGE ENROLMENTS - FULL-TIME STUDENTS

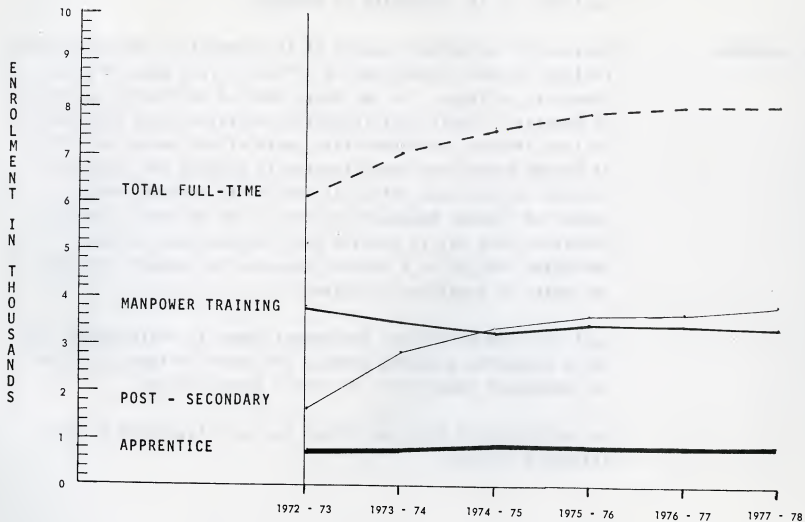


TABLE NO. 6FULL-TIME ENROLMENT COMPOSITION 1969 - 78

<u>College Year</u>	<u>Post Secondary</u>	<u>Manpower Retraining</u>	<u>Apprenticeship</u>
1969-70	10%	80%	10%
1973-74	39%	50%	11%
1978-79	47%	43%	10%

Table No. 7 shows the anticipated growth in post secondary programs over the next two years.

TABLE NO. 7

POST-SECONDARY ENROLMENT 1973-74 AND PROJECTED ENROLMENT 1974-75

<u>DIVISION</u>	<u>PROGRAM</u>	<u>INDEX CODE</u>	<u>STUDENTS</u>	
			<u>1973-74</u>	<u>1974-75</u>
Applied Arts	Child Care Worker	AP1	111	118
	Dental Technician	AP2	70	67
	Addiction Counsellor	AP3	27	20
	Day Care Worker	AP5	54	79
	Dental Assistant	AP41	42	45
	Rehabilitation Through Education	AP52	23 327	24
	Denture Therapist			17
	Community Worker			25 395
Architectural Technology	Air Conditioning Technician	AR1	55	60
	Survey Technician	AR2	21	20
	Construction Technician	AR3	33	36
	Drafting Technician (Architectural)	AR4	71	93
	Survey Technologist	AR6	4	3
	Concrete Technician	AR9	8	10
	Civil Engineering	AR10	27 219	36 258
Business and Commerce	Accounting	B1	58	62
	Electronic Data Processing	B2	24	28
	Marketing	B3	29	37
	Business Administration (General)	B4	38	36
	Secretarial Science (General)	B5	89	100
	Secretarial Science (Legal)	B6	21	24
	Secretarial Science (Medical)	B7	9	13
	Business Administration	B9	136 404	144 444
Electrical and Electronics	Design Technician	EL1	3	4
	Electrical Technician	EL2	34	65
	Electronic Technician	EL3	142	120
	Acoustics Technician	EL4	7	5
	Electronics Technology	EL5	8	18
	Electrical Technology	EL6	20 214	23 235



<u>DIVISION</u>	<u>PROGRAM</u>	<u>INDEX CODE</u>	<u>STUDENTS</u>	
			<u>1973-74</u>	<u>1974-75</u>
Engineering Technology	Instrumentation Technician	EN1	17	35
	Plastic Theory and Techniques Technician	EN2	16	27
	Tool and Die Design	EN3	4	3
	Toolmaking Technician	EN4	28	39
	Machine and Product Design	EN5	32	42
	Coatings Technician	EN9	0	4
	Ortho-Prosthetic Techniques	EN10	29	43
	Watchmaking	EN11	19	27
	Instrumentation Technology	EN14	12	12
	Plastics Technician	EN15	2	3
	Operator Thermoset	EN47	1	3
	Thermoset - Technician B	EN49	3	4
	Welding Specialist	EN53	12 175	15 257
Food Technology	Food Process Technology	F1	33	34
	Dietary Service Administration	F2	18	24
	Food Administration	F3	24	45
	Hotel/Motel Administration	F4	62	90
	Bakery Technician	F40	0	0
	Chef Training Pre-Employment	F42	39 176	60 253
Fashion Technology	Creative Fashion	FT1	65	108
	Jewellery Arts	FT2	33	37
	Apparel Technology	FT3	5	23
	Furniture Renovation	FT4	12 115	27 195
Graphic Arts	Graphic Arts	G1	81	112
	Graphic Design Technician	G2	89 170	104 216
Marine Technology	Marine Engineer - Cadet	M1	8	0
	Navigating Officer - Cadet	M2	5 13	4 4
Special Programs	Fitness Instructor	PE40	43 43	75 75
Nursing	Nursing	NU1	978 978	1020 1020
			2,834	3,352

The College is now in the development stage of Computer Assisted Learning Programs (C.A.I.) as part of a movement towards Independent Learning Programs for its student body. Students are furthermore encouraged to obtain vocational qualifications by combining a variety of educational experiences, such as, full-time and part-time studies with co-op programs and on-the-job training.

The College plans to move programs from rented facilities to its own properties as they are developed. Presently, the College has nine locations in the City of Toronto of which seven are rented.

The Teraulay Street campus is expected to close in September 1976, concurrent with the opening of the St. James campus in the King/Adelaide/Jarvis Street area close to downtown.

In late 1975 the College Street facilities will be phased out leaving the College in eight locations within the City - Kensington Market, Casa Loma, Teraulay (St. James), Nightingale, St. Joseph's Hospital, St. Michael's Hospital, Toronto General Hospital, Toronto Western Hospital.

CHANGING COLLEGE PROGRAMS

The College will continue to mount its present mix of programs, taking note, however, of changing employment opportunities and students' wishes.

In the post-secondary programs, particularly, the College does not intend to duplicate programs already offered by other Metro colleges. To do so would be to introduce an unnecessary climate of competitiveness and produce a financial situation that would be untenable.

The College seeks to achieve a further relevance of its educational content to the real and evolving needs of its community - the people who are the City of Toronto. New programs frequently arise from aggregating established short courses. Creative Fashion is an example of this process.

The addition of five nursing schools to the College has increased the number of programs offered in the field of health services and it is expected that this will significantly alter the balance of post-secondary to non post-secondary programs in the coming years.

NEW COLLEGE PROGRAM

## HOSPITALITY INDUSTRY

The College will shortly present a Brief to the Federal and Provincial Governments, proposing the establishment of a "Human Resource Centre". This Centre will seek to:

- a) Identify positions unfilled in the Hospitality Industry.
- b) Predict future needs.
- c) Design Course/Programs to train people who are presently in the industry as well as preparing those outside to enter it.
- d) Help people (in or out of the industry) to plan a career path in the industry.
- e) Develop standards of performance through certification techniques.

The justification for the development of a Human Resource Centre (not to be construed as a building) is based on research that indicates that within the Province of Ontario there will be a demand for 60-70,000 jobs over the next five years related to Accommodation and Dining Services in the Hospitality Industry.

## ACCELERATED PROGRAMS

During the next five years the College plans to reduce the training time for Technologist Programs from three to two calendar years. This will be accomplished by increasing the number of weeks of instruction in each year while maintaining the minimum of 2,400 contact hours. Technician Programs will

be accelerated in a similar manner.

There are many advantages to the accelerated plan:

- a lower attrition rate between years
- a lower overall cost to the student
- a lower cost to the taxpayer because of an increase in the use of facilities

Anticipated enrolments for the next five year period are graphically shown in the attached chart.

In the last two years the difference between anticipated and actual enrolments across the Province has brought into question the credibility of enrolment projections. The College has thought it advisable to show the rigor it has applied in attempting to anticipate the number of students that could enrol at the College between September of 1974 and September of 1978.

Separate projections have been made for each main stream of students commencing with these coming from Secondary Schools (Post-Secondary Students).

POST-SECONDARY ENROLMENT

Trends over the last few years have been examined in detail - where students have come from, age levels, education levels and how long they stay at College. Certain trends appear but these have not necessarily been taken as established, for the past is not always a guide as to the future. Certain assumptions have been made and their consequences predicted.

Finally, two projections have been made which indicate a range

of likely student enrolments since the many variables at work make it misleading to project any finite enrolment for any one year. It appears that there is very little difference between the upper and lower limits in the next two or three years.

Projections have been approached, by assessing 1st year intake in any one year and then making allowance for students in their 2nd, 3rd, or 4th year at the College.

Commencing with 1st year intake, projections of Secondary School enrolments in the City of Toronto were determined with an estimate of graduates who might go to George Brown College. Students from other areas were then added to arrive at a 1st year intake in any one year. This step by step procedure is shown in the following Tables.



TABLE NO. 8

ACTUAL AND PROJECTED ENROLMENTS: City of Toronto Secondary Schools and Separate Schools, Combined, for Grades 7 - 13\*

<u>Year</u>	<u>Grade 7</u>	<u>Grade 8</u>	<u>Grade 9</u>	<u>Grade 10</u>	<u>Grade 11</u>	<u>Grade 12</u>	<u>Grade 13</u>
1968/69	8,739	8,590	10,880	9,518	5,951	5,197	2,929
1969/70	8,449	8,037	9,982	8,558	6,470	5,338	2,973
1970/71	8,501	8,120	11,828	10,236	7,268	5,703	3,203
1971/72	8,826	8,060	11,653	10,165	7,546	5,761	3,332
1972/73	8,531	8,052	11,133	10,096	7,547	5,872	3,239
<hr/>							
1973/74		7,849	11,112	9,797	7,572	5,811	3,288
1974/75			10,832	9,779	7,348	5,830	3,254
1975/76				9,532	7,334	5,658	3,265
1976/77					7,149	5,647	3,168
1977/78						5,719	3,162

\* Source: City of Toronto Board of Education, Metropolitan Separate School Board, for 1968/69 to 1972/73 figures. Projections by the College Consultant.

TABLE NO. 9GRADE 12 ENROLMENT AND GRADUATES: CITY OF TORONTO

<u>Academic year</u>	<u>Grade 12 Enrolment</u>	<u>% Graduated</u>	<u>Grade 12 Graduates</u>
1969/70	5,338	90.0	
1970/71	5,703	90.0	4,804
1971/72	5,761	90.0	5,132
1972/73	5,872	90.0	5,185
<hr/>			
1973/74	5,811	90.0	5,285
1974/75	5,830	90.0	5,230
1975/76	5,658	90.0	5,247
1976/77	5,647	90.0	5,092
1977/78	5,719	90.0	5,082

TABLE NO. 10

GRADE 13 ENROLMENT AND % OF POTENTIAL STUDENTS EXPECTED TO GO TO A C.A.A.T.

<u>Academic Year</u>	<u>Grade 13 Enrolment</u>	<u>25% of Grade 13 Enrolment</u>
1969/70	2973	
1970/71	3203	743
1971/72	3332	800
1972/73	3239	833
<hr/>		
1973/74	3288	809
1974/75	3254	822
1975/76	3265	814
1976/77	3168	816
1977/78	3162	792

N/B These estimates do not include students expected to enter Nursing programs. Data is not yet available.

TABLE NO. 11

GRADE 12 GRADUATES AND 25% OF GRADE 13 ENROLMENT

<u>Academic Year</u>	<u>Grade 12 Graduates</u>	<u>25% of Grade 13</u>	<u>Columns 2 &amp; 3 Total</u>
1970	4804	743	5547
1971	5132	800	5932
1972	5185	833	6018
<hr/>			
1973	5285	809	6094
1974	5230	822	6052
1975	5247	814	6061
1976	5092	816	5908
1977	5082	792	5874

TABLE NO. 12

POTENTIAL SECONDARY SCHOOL STUDENTS FROM CITY OF TORONTO ATTENDING C.A.A.T.S. IN ONTARIO

<u>Academic Year</u>	<u>Secondary School Students (Gr. 12 + 25% Gr. 13)</u>	<u>Attending C.A.A.T.S.</u>	
1970	5547	1033	18.62
1971	5932	1186	19.99
1972	6018	1359	22.58
<hr/>			
1973	6094	1523	25.0
1974	6052	1634	27.0
1975	6061	1757	29.0
1976	5908	1801	30.5
1977	5874	1880	32.0

N/B These estimates do not include students expected to enter Nursing programs. Data is not yet available.

The following tables give the historical data about students attending Colleges of Applied Arts and Technology in Ontario. Data about students enrolled in Nursing programs are not available.

TABLE NO. 13

Number of City of Toronto Secondary School Students attending C.A.A.T. in Ontario and George Brown College

<u>Academic Year</u>	<u>No. of Students at C.A.A.T. from from City of Toronto</u>	<u>No. Attending George Brown</u>	<u>%</u>
1970/71	1033	107	10.35
1971/72	1186	125	10.54
1972/73	1359	194	14.28
1973/74	1523	274	18.0

TABLE NO. 14

1st Year Enrolment at George Brown College by Geographical Origin of Students

<u>Academic Year</u>	<u>City of Toronto</u>		<u>From Metro Excl. City</u>		<u>Ontario Excl. Metro</u>		<u>Other Canada and Foreign</u>		<u>Total</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
1972/73	150	14.4	142	13.7	185	17.8	562	54.1	1039	100.0
1973/74	297	23.6	192	15.3	245	19.5	524	41.7	1258	100.0

TABLE NO. 15

Geographical Distribution of Enrolment, George Brown College, 1972/73 and 1973/74

Academic Year	City of Toronto		From Metro Excl. City		Ontario Excl. Metro		Other Canada and Foreign		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
1972/73	189	11.9	239	15.1	298	18.8	857	54.1	1583	100.0
1973/74	370	19.5	328	17.2	395	20.8	807	42.5	1900	100.0



TABLE NO. 16

Educational Achievement Levels of George Brown Students 1970/71 to 1973/74

Academic Year	Grade 12		Grade 13		Mature Students		Other		Transfers from Univ. & C.A.A.T.		Total Enrolment	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1970/71	675	72.2	169	18.1	77	8.2	8	0.9	6	0.5	935	100.0
1971/72	835	70.9	209	17.8	130	11.0	0	0	3	0.3	1177	100.0
1972/73	534	33.5	133	8.3	682	42.8	224	14.1	20	1.2	1593	100.0
1973/74	832	43.8	180	9.5	665	35.0	190	10.0	33	1.7	1900	100.0

TABLE NO. 17

## FULL-TIME POST-SECONDARY ENROLMENT PROJECTIONS

PROGRAM	1973-74	1974-75	STUDENTS		
			1975-76	1976-77	1977-78
Child Care Worker	111	118	118	118	118
Dental Technician	70	67	68	76	76
Addiction Counsellor	27	20	27	20	27
Day Care Worker	54	79	79	79	79
Dental Assistant	42	45	65	65	65
Rehabilitation Through Education	23	24	28	28	28
Denture Therapist	N/A	17	17	17	17
Community Worker	N/A	25	43	43	43
Air Conditioning Technician	55	60	60	60	60
Survey Technician	21	20	28	28	28
Construction Technician	33	36	36	36	36
Drafting Technician (Architectural)	71	93	93	93	93
Survey Technologist	4	3	5	5	5
Concrete Technician	8	10	18	18	18
Civil Engineering	27	36	35	35	36
Accounting	58	62	68	68	70
Electronic Data Processing	24	28	31	32	32
Marketing	29	37	41	46	50
Business Administration	174	180	195	212	230
Secretarial Science (General)	89	100	110	121	132
Secretarial Science (Legal)	21	24	26	28	31
Secretarial Science (Medical)	9	13	16	18	20
Physical Distribution	0	0	0	0	0
Design Technician	3	4	5	5	5
Electrical Technician	34	65	65	65	65
Electronic Technician	142	120	120	120	120
Acoustics Technician	7	5	5	5	15
Electronics Technology	8	18	18	18	18
Electrical Technology	20	23	23	23	23

PROGRAM	STUDENTS				
	1973-74	1974-75	1975-76	1976-77	1977-78
Instrumentation Technician	17				
Plastic Theory and Techniques	16	35	35	37	37
Tool and Die Design	4	27	28	29	30
Toolmaking Technician	28	3	0	0	0
Machine and Product Design	32	39	40	41	41
Coatings Technician	0	42	48	49	49
Ortho-Prosthetic Techniques	29	4	8	9	10
Watchmaking	19	43	56	56	56
Instrumentation Technology	12	27	32	38	38
Plastics Technician	2	12	12	12	12
Operator Thermoset	1	3	4	5	6
Thermoset-Technician	3	3	3	4	4
Welding Specialist	12	4	4	5	5
		15	17	19	19
Food Process Technology	33				
Dietary Service Administration	18	34	41	46	48
Food Administration	24	24	31	35	35
Hotel/Motel Administration	62	45	60	70	70
Bakery Technician	0	90	100	100	100
Chef Training Pre-Employment	39	0	0	0	0
		60	60	65	65
Creative Fashion	65				
Jewellery Arts	33	108	139	160	160
Apparel Technology	5	37	38	38	38
Furniture Renovation	12	23	37	45	42
		27	32	41	41
Graphic Arts	81				
Graphic Design Technology	89	112	127	128	134
		104	116	127	138
Marine Engineer - Cadet	8	0	0	0	0
Navigating Officer - Cadet	5	4	0	0	0
Fitness Instructor	43				
		75	100	110	125
Nursing	978				
	2,834	1020	1070	1070	1070
		3,352	3,681	3,821	3,912

## APPRENTICESHIP ENROLMENT

Control over apprenticeship enrolments rests with the Provincial Government which refers students to courses in specific Colleges.

George Brown College has always given high priority to the development of Apprenticeship programs and has allocated major areas in the new Casa Loma Campus to them. It is anticipated that the College will remain one of the principal training centres for Apprentices in the coming years.

Forecasted enrolments, shown in Table 20, show a slight increase over the planning period 1973 to 1977.

TABLE NO. 18

APPRENTICESHIP TRAINING PROGRAMS	LENGTH IN WEEKS	1972-73		1973-74		1974-75		1975-76		1976-77		1977-78	
Industrial Electronics CTL	8	5x30	150	5x30	150	5x40	200	5x40	200	5x40	200	5x40	200
Baking	15	2x20	40	2x20	40	2x20	40	2x20	40	2x20	40	2x20	40
Barbering	18	2x16	32	2x20	40	2x25	50	2x25	50	2x25	50	2x25	50
Carpentry Regular	8	5x60	300	5x60	300	4x40	160	4x40	160	4x40	160	4x40	160
Carpentry General	10					4x20	80	4x20	80	4x20	80	4x20	80
Cement Mason	8	2x20	40										
Chef Training	15	2x60	120	2x60	120	2x80	160	2x80	160	2x80	160	2x80	160
Electrical Construction	8	5x150	750	5x180	900	5x180	900	5x180	900	5x180	900	5x180	900
Glazier & Metal Mechanic	8	3x16	48	4x16	64	4x16	64	4x16	64	4x16	64	4x16	64
Hairdressing	8	5x30	150	5x30	150	5x30	150	5x30	150	5x30	150	5x30	150
Ironworker	8	5x32	160	5x40	200	5x40	200	5x40	200	5x40	200	5x40	200
Lathing	10	4x20	80	4x20	80	4x20	80	4x20	80	4x20	80	4x20	80
Machinist	8	5x40	200	5x40	200	5x40	200	5x40	200	5x40	200	5x40	200
Masonry & Bricklaying	8	5x20	100	5x20	100	5x20	100	5x20	100	5x20	100	5x20	100
Millwright	8	5x40	200	5x40	200	5x40	200	5x40	200	5x40	200	5x40	200
Painting & Decorating	8	2x16	32	2x16	32								

TABLE NO. 18

APPRENTICESHIP TRAINING PROGRAMS	LENGTH IN WEEKS	1972-73		1973-74		1974-75		1975-76		1976-77		1977-78	
Plastering	8	2x16	32	2x16	32								
Plumbing	8	5x60	300	5x60	300	5x60	300	5x60	300	5x60	300	5x60	300
Radio & Television	18	2x35	70	2x40	80	2x40	80	2x40	80	2x40	80	2x40	80
A/C & Refrigeration	8	5x20	100	5x25	125	5x40	200	5x40	200	5x40	200	5x40	200
Retail Meat Cutting	15	2x8	16	2x10	20	2x10	20	2x10	20	2x10	20	2x10	20
Sheet Metal Mechanic	8	5x60	300	5x60	300	5x60	300	5x60	300	5x60	300	5x60	300
Steamfitting	8	5x80	400	5x80	400	5x60	300	5x60	300	5x60	300	5x60	300
Toolmaking	8	5x20	100	5x20	100	5x20	100	5x20	100	5x20	100	5x20	100
Watchmaking	32	1x9	9	1x10	10	1x10	10	1x10	10	1x10	10	1x10	10
Sprinkler Fitter	8	5x20	100	5x20	100	5x40	200	5x40	200	5x40	200	5x40	200
TOTALS		3829		3943		4094		4094		4094		4094	

DOES NOT INCLUDE WINTER WORKS  
OR PRE-APPRENTICES

MANPOWER ENROLMENT  
(Adult Training)

Traditionally, ninety percent of the students have been recruited by Canada Manpower Centres and ten percent directly by the College. Purchases are made annually using training days as the base. Table 21 shows the purchases for the fiscal year 1973-74.

Projections for Adult Training programs have been based on the assumptions that the demand for such programs will continue to grow while the percentage of referrals by Canada Manpower will decrease.

The projections were originally made in training days and later converted to enrolments. The conversion process leads to a number of computational errors when attempts are made to make the structure too fine. For example, College scheduling and the Connect/Campus Model use the contact hour as the basis for most calculations and all training days do not contain equal numbers of hours.

TABLE NO. 19

SUMMARY OF MANPOWER PURCHASES APRIL 1, 1973 - MARCH 31, 1974Skill Courses

Carry-Over 1972 - 1973	90,830	
Purchases April 1973 - August 1973	88,410	
Purchases September 1973 - March 1974	94,310	
Purchases Commercial	151,050	
	<u>424,600</u>	
Carry-Over 1973 - 1974	70,590	
Plus Ontario Referrals	<u>108,783</u>	533,383

English as a Second Language (E.A.S.L.)

Carry-Over 1972 - 1973	44,575	
Purchases April 1973 - August 1973	66,960	
Purchases September 1973 - March 1974	63,255	
	<u>174,790</u>	
Carry-Over 1973 - 1974	60,345	
Plus Ontario Referrals	<u>56,536</u>	231,326

Academic Upgrading

Carry-Over 1972 - 1973	-	
Purchases April 1973 - March 1974	75,000	
	<u>75,000</u>	
Plus Ontario Referrals	<u>26,790</u>	<u>101,790</u>
Grand Total		866,499



TABLE NO. 20

MANPOWER RETRAINING PROGRAMS		TRAINING DAYS					
		1972-73	1973-74	1974-75	1975-76	1976-77	1977-78
Academic Upgrading "A"	Federal	1,730	2,340	1,827	1,640	1,470	1,330
	Provincial	1,040	625	625	640	650	650
Academic Upgrading "I"	Federal	16,654	14,533	10,887	9,800	8,820	7,940
	Provincial	6,580	5,968	5,968	6,110	6,260	6,390
Academic Upgrading "II"	Federal	53,293	46,502	36,475	31,350	28,220	25,390
	Provincial	11,082	8,966	8,966	9,770	10,040	10,270
Academic Upgrading "III"	Federal	13,323	11,625	9,705	8,840	8,050	7,350
	Provincial	15,932	11,231	11,231	12,220	12,580	12,890
Apartment Building Superintendent	Federal	0	1,700	0	0	0	0
	Provincial	0	0	0	0	0	0
Apparel Design & Patternmaking	Federal	7,140	6,090	5,597	5,650	5,080	4,570
	Provincial	673	2,124	2,124	2,210	2,180	2,250
Appliance Servicing	Federal	15,595	14,690	15,499	13,620	12,260	11,030
	Provincial	2,087	1,876	1,876	2,050	2,200	2,240
Baking Techniques	Federal	7,150	6,360	5,635	5,890	5,310	4,780
	Provincial	1,044	319	319	430	650	670
Bartending	Federal	400	4,570	5,020	3,820	3,440	3,490
	Provincial	98	1,659	1,659	1,700	1,710	1,670
Blueprint Reading	Federal	2,375	600	400	1,260	1,130	1,020
	Provincial	118	120	124	130	130	130
Blueprint Reading For Welders	Federal	1,775	1,230	675	0	0	0
	Provincial	31	0	0	0	0	0

MANPOWER RETRAINING PROGRAMS		TRAINING DAYS					
		1972-73	1973-74	1974-75	1975-76	1976-77	1977-78
Business Equipment Servicing	Federal Provincial	10,900 801	9,600 928	9,153 928	9,120 970	9,120 960	9,120 960
Carpentry Special (HUDAC)	Federal Provincial	0 0	800 0	0 0	0 0	0 0	0 0
Certified Building Custodians	Federal Provincial	14,100 671	11,930 469	8,548 469	9,650 510	9,680 520	9,750 540
Certified Visiting Homemaker	Federal Provincial	450 30	0 0	0 0	0 0	0 0	0 0
Colour Television	Federal Provincial	1,100 0	400 105	450 105	350 100	350 110	350 110
Commercial Art	Federal Provincial	4,615 284	7,425 265	7,600 265	7,600 300	7,600 310	7,600 320
Commercial Training	Federal Provincial	174,120 54,634	151,050 38,871	148,716 40,327	146,000 40,830	145,000 41,760	144,000 41,880
Commercial Vehicle Driving	Federal Provincial	1,000 3,230	725 3,311	870 3,311	870 3,590	870 3,670	870 3,740
Custom Dressmaking & Alterations	Federal Provincial	5,225 336	4,535 830	4,776 830	4,820 920	4,850 940	4,880 1,020
Dining Room Service	Federal Provincial	2,900 1,773	2,700 1,284	2,134 1,284	2,200 1,380	2,250 1,420	2,030 1,450
Drafting General	Federal Provincial	6,320 4,854	1,700 1,692	4,818 1,690	5,250 1,800	5,870 1,800	6,000 1,800

MANPOWER RETRAINING PROGRAMS		TRAINING DAYS					
		1972-73	1973-74	1974-75	1975-76	1976-77	1977-78
Drafting Refresher	Federal	2,475	5,140	5,082	4,760	4,290	3,860
	Provincial	95	0	100	100	100	100
Dry Wall Tapers	Federal	1,230	800	800	1,600	1,600	1,600
	Provincial	343	120	120	120	120	120
Electronics	Federal	21,675	23,020	23,634	23,870	24,100	23,340
	Provincial	14,609	12,508	12,508	13,780	14,120	14,410
Electronic Data Processing*	Federal	2,000	590				
	Provincial	8,440	8,440				
English as a Second Language	Federal	195,600	174,790	213,215	196,780	197,550	198,140
	Provincial	61,925	61,925	56,536	66,910	68,320	69,550
Film Assembly	Federal	260	0	0	0	0	0
	Provincial	0	0	0	0	0	0
Food Preparation Basic	Federal	8,175	8,755	8,726	8,860	9,050	9,250
	Provincial	681	209	210	280	290	320
Fur Business and Manufacturing	Federal	3,375	3,345	2,440	3,100	3,240	3,400
	Provincial	600	232	232	420	460	470
Furniture Refinishing and Repair	Federal	2,705	4,065	3,192	3,770	3,390	3,050
	Provincial	546	1,197	1,197	1,210	1,210	1,220
Furniture Upholstery and Repair	Federal	11,290	13,635	11,884	11,640	11,340	11,240
	Provincial	734	1,461	1,461	1,860	2,120	2,260
General Carpentry	Federal	0	3,200	3,000	3,000	3,000	3,000
	Provincial	0	170	210	220	240	220

\* Included in Commercial Training after 1974


		TRAINING DAYS					
MANPOWER RETRAINING PROGRAMS		1972-73	1973-74	1974-75	1975-76	1976-77	1977-78
Hairstyling for Barbers	Federal Provincial	1,290 30	650 0	460 0	810 30	730 30	650 30
Heating Technician	Federal Provincial	3,825 211	4,900 211	5,067 221	5,180 260	5,200 260	5,200 260
Hospital Orderly	Federal Provincial	2,730 541	3,350 327	750 327	0 0	0 0	0 0
Industrial Power Sewing	Federal Provincial	19,785 947	15,250 430	15,660 40	15,660 40	15,660 40	15,660 40
Industrial Production Orientation (Factory)	Federal Provincial	5,625 0	5,040 0	4,550 0	4,570 0	4,550 0	4,590 0
Industrial Production Orientation (Services)	Federal Provincial	2,700 0	4,325 0	3,693 0	4,010 0	3,610 0	3,250 0
Instrumentation Mechanic	Federal Provincial	6,470 1,627	5,200 714	4,134 720	5,220 780	5,460 920	5,680 960
Inventory Control Warehouseman	Federal Provincial	11,295 689	7,970 892	7,430 892	7,500 960	7,620 960	7,840 960
Lathe Operator	Federal Provincial	960 300	0 0	0 0	0 0	0 0	0 0
Machine Shop	Federal Provincial	12,125 1,652	9,615 3,462	9,753 3,462	9,800 3,490	9,780 3,530	9,830 3,570
Marine Engineers	Federal Provincial	0 52	0 0	0 0	0 0	0 0	0 0


MANPOWER RETRAINING PROGRAMS		TRAINING DAYS					
		1972-73	1973-74	1974-75	1975-76	1976-77	1977-78
Marine Navigation Officers	Federal	0	0	0	0	0	0
	Provincial	45	0	0	0	0	0
Nursery Aide	Federal	3,660	3,820	3,513	3,540	3,190	2,870
	Provincial	2,894	2,154	2,160	2,180	2,230	2,280
Offset Printing	Federal	17,675	15,100	16,235	16,240	16,300	16,480
	Provincial	2,826	2,504	2,504	3,050	3,120	3,170
Offset Printing for Letterpressmen	Federal	900	1,410	960	1,040	1,180	1,060
	Provincial	429	50	60	120	120	120
Oil Burner Servicing	Federal	3,700	3,395	3,155	3,150	3,160	3,140
	Provincial	1,149	459	459	500	550	600
Painting and Decorating	Federal	0	1,280	720	790	850	960
	Provincial	0	90	90	160	160	160
Photo Composition and Paste-Up	Federal	240	0	0	0	0	0
	Provincial	147	274	274	360	360	380
Prep. for C. of Q. - Electrical	Federal	1,500	0	0	0	0	0
	Provincial	0	0	0	0	0	0
Prep. for C. of Q. - Plumbing	Federal	1,500	0	0	0	0	0
	Provincial	0	0	0	0	0	0
Protection and Security Services	Federal	3,000	1,425	0	0	0	0
	Provincial	153	39	0	0	0	0
Refrigeration and Air Conditioning	Federal	11,030	10,390	11,454	11,620	11,730	11,800
	Provincial	2,602	3,850	3,850	3,930	3,980	4,080

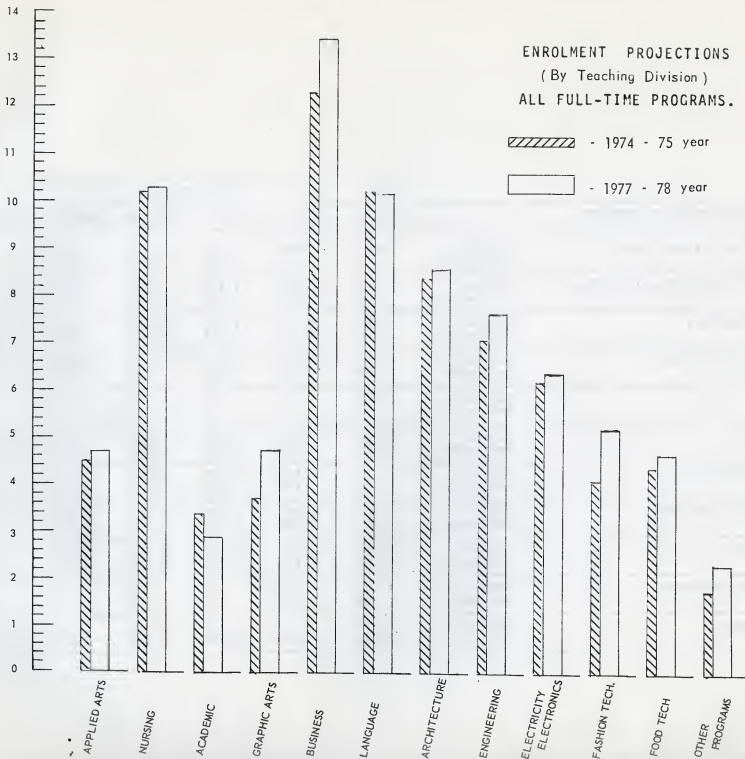
MANPOWER RETRAINING PROGRAMS		TRAINING DAYS					
		1972-73	1973-74	1974-75	1975-76	1976-77	1977-78
Registered Nursing Assistant	Federal	1,550	2,240	0	0	0	0
	Provincial	0	0	3,600	3,600	3,600	3,600
Residential Metal Siding Installer	Federal	880	2,800	2,210	2,390	2,340	2,200
	Provincial	0	246	246	320	330	340
Retail Meat Cutting	Federal	5,925	5,130	4,725	4,760	4,780	4,850
	Provincial	2,703	2,357	2,357	2,920	2,980	3,040
Screen Process Printing	Federal	3,010	4,780	3,216	3,240	3,230	3,270
	Provincial	666	615	615	680	730	750
Ships Cooks	Federal	900	0	0	0	0	0
	Provincial	0	0	0	0	0	0
Signwriting	Federal	4,555	4,700	3,352	3,360	3,320	3,430
	Provincial	1,496	1,650	1,650	1,660	1,660	1,680
Stationary Engineers	Federal	0	2,400	4,307	4,364	4,380	4,420
	Provincial	0	825	825	1,000	1,000	1,000
Tractor Trailer Driving	Federal	1,830	3,350	3,615	3,780	3,850	3,970
	Provincial	5,150	8,004	8,004	8,000	8,000	8,000
Welder Fitter	Federal	17,350	16,825	16,182	16,580	16,970	17,300
	Provincial	7,654	6,167	6,170	6,570	6,980	6,980
Welder Fitter Refresher	Federal	1,350	600	0	0	0	0
	Provincial	66	0	0	0	0	0
Welder Operator	Federal	0	0	0	0	0	0
	Provincial	2,048	2,484	2,684	2,884	3,080	3,200

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ENROLMENT PROJECTIONS  
( By Teaching Division )  
ALL FULL-TIME PROGRAMS.

 - 1974 - 75 year

 - 1977 - 78 year



The Bar Chart on the opposite page shows the anticipated full-time enrolment pattern over the planning cycle. The enrolments are segregated by department to show relative growth patterns.



## PART-TIME ENROLMENT

The College has always considered part-time courses to be an important method of helping members of the labour force to upgrade their skills and qualifications. These courses are scheduled throughout the day although the main concentration occurs in the evening. The College has experienced increasing demands for skill courses over the past year and has planned for continued enrolment increases over the planning cycle.

Within the next five years it will be possible to enrol in most post-secondary programs on a part-time basis. Students will be able to register for any College course and earn credits towards a College diploma. It is also hoped that some students will achieve a diploma by combinations of full-time and part-time studies.

CONNECT/CAMPUS MODEL (CAMPUS VIII)

For the past three years the College has used the consultative services of the Systems Research Group to prepare the computer print-outs required by the Ministry of Colleges and Universities.

Connect/Campus was originally conceived as a set of computer language statements to represent the measurable characteristics of a post-secondary college. The model is based on the assumption that each course (activity) has a given capacity for students (class or section size) and generates a need for space, teachers and support services with their associated costs.

Modifications and adjustments have been made to the model to represent more precisely the student enrolment pattern at George Brown College than was possible with the Systems Research Group design.

Because the model is a static one it cannot represent the dynamic nature of the Colleges. Connect/Campus was designed with the traditional uniform academic year of the University with its September enrolment and predictable growth rate in mind. It has not developed to the point where it is a planning tool for the dynamically changing Colleges.

In fact it cannot become more than a data bank unless or until the colleges degenerate into static institutions insensitive to local community needs and to fluctuating demands.

PLACEMENT

The College has a Placement Liaison Officer whose function is to promote graduates to potential employers and provide information to assist students in making career choices.

All campuses have career libraries which contain information about jobs, employers, preparation of letters of application and interview techniques.

In 1973 the College placed 97% of its post-secondary graduates in jobs with an average salary of \$6,982 per annum.

More jobs were available than graduates to fill them. Prospects for 1974 graduates are very encouraging.

Methods have been developed to study the progress of students to the labour market and to determine career patterns of both graduates and non-graduates.